

All stations air PSAs that are locally produced, or obtained from local civic groups or national organizations. The stations have also developed PSA campaigns for the Child Abuse Neglect Council, the Nick Andros Music Scholarship Fund, Boys and Girls Club, Habitat for Humanities, and the Children's Hospital. The PSAs air daily at all times.

### **Community Service**

#### **WKQZ**

WKQZ has participated in several community service events in the past two years, including: Labadie "Pig Gig", Slam Student Event, Altered Skin Revolution, Heritage Parade, "Get the Goof off the Roof", Career Day at Carrollton Public Schools, a Block Party fundraiser that benefited local elementary school music programs, a CD release benefiting Easter Seals, Easter Seals Radiothon, the annual "Broadcast Blood Boost" for the Michigan Community Blood Center. DJ's often volunteer their time for broadcasts and appearances at these events.

#### **WIOG**

WIOG has participated in several community service events in the past two years, including: Children's Miracle Network Radiothon, Radio Relief 1, Radio Relief 2, "WIOG Demas Show Million Penny Roof Sit", Coats for Kids, 1460<sup>th</sup> Military Welcome Home events, food and clothing drives, American Red Cross hurricane relief efforts, and awareness events for child abuse and neglect.

#### **WYLZ AND WILZ**

WYLZ has participated in several community service events in the past two years, including: Wheelz "Food-a-Bago" food drive, Wheelz "Gift Wagons" toy drive, Habitat for Humanity, Bay City Fireworks Committee, Boys and Girls Club, and Ted Nugent's Camp for Kids.

#### **WHNN**

WHNN has participated in several community service events in the past two years, including: Labadie "Pig Gig", Habitat for Humanity "Blitz Build", Saginaw "Pride" Parade, "Pride" Temple Theater Fundraiser, Toys for Tots, "Stuff a Bus" to benefit the East Side Soup Kitchen, Johnny Burke Children's Foundation, the "Clam and Lobster" festival, Saginaw Valley Blood Program, and the Saginaw Children's Zoo.

### **Political Programming**

#### **WKQZ, WIOG, WYLZ, AND WILZ**

WKQZ, WIOG, WYLZ, AND WILZ all carry advertisements for state and local candidates for public office. They do not limit the races for which they carry

advertisements or the number of spots or times during which the ads run. The stations provide free time to candidates to use as they deem appropriate, and they also accept all paid issue advertising.

#### **WHNN**

WHNN carries advertisements for state and local candidates for public office. It does not limit the races for which it carries advertisements or the number of spots or times during which the ads run.

#### **News and Special Emergency Programming**

##### **WYLZ AND WILZ**

WYLZ and WILZ have interrupted regular programming to carry extended news coverage in the past two years to air news updates on the war in Iraq. In response to the war, the stations collected supplies for the troops overseas.

#### **Local Music Initiatives**

##### **WKQZ**

WKQZ airs music by local and unsigned artists. It has an annual on-air Battle of the Bands contest, and the winner gets to open a concert by a national artist. The station also produces a CD featuring local artists and benefiting the Easter Seals.

##### **WIOG**

WIOG airs music by local and unsigned artists, and includes those artists as opening acts for its annual concerts.

##### **WYLZ AND WILZ**

WYLZ airs music by local and unsigned artists on a weekly show that airs Friday nights at 8 pm. The program is called "Friday Night Local", and in addition to playing local band's music, the show also interviews bands and encourages them to call in to plug their groups.

## **LOCALISM IN SALT LAKE CITY, UT**

### **News Programming**

#### **KBER**

KBER airs 30 minutes of locally produced news programming during the morning drive. The station pulls news from the Metro News Service, Desert News, Salt Lake Tribune, MSNBC, and CNN.com.

#### **KPOP, KKAT, KENZ, KBEE, AND KUBL**

KPOP, KKAT, KENZ, KBEE, and KUBL all air 1.5 hours of news programming per week, which is aired every 30 minutes during their morning drive time program. The stations pull news from the Metro News Service, Desert News, Salt Lake Tribune, MSNBC, and CNN.com.

#### **KFNZ and KJQS**

KFNZ and KJQS air 12 hours and 15 minutes of news programming per week, which is broadcast every 20 minutes. The stations pull news from the Metro News Service, Desert News, Salt Lake Tribune, MSNBC, and CNN.com.

### **Community Programming**

#### **Cluster**

All stations in the Salt Lake City cluster play PSAs throughout the day. The stations obtain the PSAs from civic groups, national organizations, and locally produce some as well. PSAs are also submitted to the stations from local organizations including: Jr. Achievement, 211 Info Bank, Utah Department of Health, Salt Lake Radio Broadcasters Association, and the Utah Broadcasters Association.

“Wasatch Gazette” airs Sundays from 6-6:30 am, and is a locally produced community affairs program.

### **Community Service**

#### **KPOP**

KPOP participates in several community service programs and events. A few that it has participated in the past twelve months include: Battered Women’s Shelter food and clothing collection, reading contests between students at local elementary schools, and the Huntsman Cancer Institute Radiothon fundraiser.

It also donates about \$25,000 worth in concert tickets, autographed guitars, and CDs to charities. The station donates Christmas gifts to schools and to those in need during the

holidays. It also donates food and money to the Battered Women's Shelter and the Utah Food Bank throughout the year.

### **KKAT**

KKAT participates in several community service programs and events. A few that it has participated in the past twelve months include: Teddy Bear Patrol, reading contests between students at local elementary schools, Huntsman Cancer Institute Radiothon fundraiser, and the "Feature Teacher of the Week" recognizing local teachers.

It also donates about \$15,000 worth in concert tickets, autographed guitars, and CDs to charities. The station donates Christmas gifts to schools and to those in need during the holidays and food and money to the Utah Food Bank throughout the year.

### **KENZ**

KENZ participates in several community service programs and events. A few that it has participated in the past twelve months include: Team Chunga Huntsman Cancer Institute fundraiser, Youth Anti-Tobacco Campaign, NAACP Juneteenth Career Fair, Utah Food Bank Food Drive, and the American Heart Walk. It also donates prizes and food to the Shriner's Hospital for several fundraisers throughout the year.

### **KUBL**

KUBL participates in several community service programs and events. A few that it have participated in the past twelve months include: Teddy Bear Patrol, reading contests between students at local elementary schools, Huntsman Cancer Institute Radiothon fundraiser, the "Feature Teacher of the Week" recognizing local teachers, the Salt Lake City Police Department "Jet Pull", West Jordan PD Charity Softball, and the MDA "Fill the Fireman's Boot" campaign.

It also donates about \$50,000 worth in concert tickets, autographed guitars, and CDs to charities. The station donates Christmas gifts to schools and to those in need during the holidays with the Johnson & Johnson Christmas Wish. It donates food and money to the Utah Food Bank throughout the year by auctioning off concert tickets.

### **KBER**

KBER participates in several community service programs and events. A few that it have participated in the past twelve months include: Teddy Bear Patrol, Huntsman Cancer Institute Radiothon fundraiser, Youth Anti-Tobacco Campaign, NAACP Juneteenth Career Fair, Utah Food Bank Food Drive, Slaughter (the band) Benefit Concert for the YCC and St. Annes Shelter, Haunted House sponsorship for the Christmas Box House, and "Pay for Play" weekend fundraiser for the Christmas Box House. KBER also makes appearances at local school and university "Career Days".

### **KJQS**

KJQS participates in several community service programs and events. A few that it has participated in the past twelve months include: Huntsman Cancer Institute Radiothon fundraiser, Huntsman Cancer Institute Ron Boone Golf Tournament, Red Cross "Draft Day Blood Drive", the Alliance Oulessbougou 5K run, and "Bike-a-thon".

### **KFNZ**

KFNZ participates in several community service programs and events. A few that it has participated in the past twelve months include: Huntsman Cancer Institute Radiothon fundraiser, Huntsman Cancer Institute Ron Boone Golf Tournament, Red Cross "Draft Day Blood Drive", the Alliance Oulessbougou 5K run, and "Bike-a-thon".

### **KBEE**

KBEE participates in several community service programs and events. A few that it has participated in the past twelve months include: Breast Cancer Awareness, Skin Cancer Awareness, Baby Your Baby, American Heart Association Heart Walk, Downs Syndrome Buddy Walk, City of Hope Breast Cancer Walk, Community Christmas Tree, Utah Food Bank Food Drive, NAACP Juneteenth Celebration, Youth Anti-Tobacco Campaign, and Check Your Health.

## **Political Programming**

### **Cluster**

All stations carry advertisements for state and local candidates for public office. It does not limit the races for which it carries these spots, or the number of spots it play for each candidate. It also air paid issue advertising to any qualified issues.

## **News and Special Emergency Programming**

### **Cluster**

All Citadel Stations in Salt Lake City have interrupted regular programming for news updates in the past year, including the resolution of the Elizabeth Smart kidnapping case, the capture of Saddam Hussein, as well as updates and breaking news about the Iraq War. The General Manager in Salt Lake City was involved with the development of the Amber Alert Program.

### **KUBL**

KUBL had special coverage on the Lori Hacking case, and kept their website current with all details about that case.

### **KBEE**

KBEE broke into their regular programming to provide an ABC news feed at the start of the Iraq War. The station has also interrupted regular programming to carry all Presidential addresses.

KBEE has also developed a campaign to raise essential items for the U. S. troops and for the Iraqi civilians at the beginning of the Iraq War. The station raised over 4,000 pounds of items to be sent in less than 7 hours. When Elizabeth Smart was kidnapped, the station raised food, drinks, sunscreen, and other items for the volunteers who were searching for her. The supplies that the station raised were enough for the entire 5 day search.

### **Local Music Initiatives**

#### **Cluster**

All music formatted stations try to include local and small label/unsigned artists in their rotation. The stations also put local acts as openers of large concerts that the stations produce, and have VIP Concerts for new local acts at local venues.

### **KBER**

KBER airs a show dedicated to local music on Saturday nights from 7-7:30 pm. It also makes on air solicitations for local music to be played on the local music show.

### **KBEE**

At an event in July, 2004 that featured all local acts, KBEE aired interviews with the bands playing prior to the event in an effort to promote the artists and raise awareness of the event.

## **LOCALISM IN SPRINGFIELD, MA**

### **News Programming**

WMAS broadcasts 35 minutes of locally produced news per day, aired in 5 minute reports each half hour during the morning show.

### **Community Programming**

“AA People Helping People” airs Sunday mornings at 8 am, and “Spot Light on Springfield” airs Sunday mornings at 9 am. Both shows are locally produced, and focus on the local Springfield area.

WMAS airs PSAs that are locally produced, from civic groups, and from national organizations. WMAS has also developed PSA campaigns for Baystate Medical Center, the Radiothon for Children’s Hospital, and “Boatload of Toys” for Children’s Study Home.

### **Community Service**

WMAS has also participated in several community service events including: Rays of Hope Walk/Breast Cancer Awareness, American Cancer Society “Relay for Life”, Children’s Miracle Network Radiothon, “Boatload of Toys”, Open Pantry Food Drive, Shriner’s Circus, and March of Dimes walk and golf tournament.

### **Political Programming**

WMAS does carry advertisements for state and local candidates for public office. It also carries paid time for issue advertising, usually in 60 second spots from agencies.

## **LOCALISM IN SPOKANE, WA**

### **News Programming**

#### **KEYF-FM**

KEYF broadcasts 35 locally produced news reports each week. Segments are aired Monday thru Friday from 5:30 – 8:30 am at the top and bottom of each hour. News is pulled from a variety of sources, including the Metro Source, Spokesman Review Newspaper, and KREM Television.

#### **KGA**

Each week KGA airs approximately 110 local news reports. These reports are aired at the top and bottom of each hour and contain information compiled from Metro Source, Spokesman Review Newspaper, and KREM Television.

#### **KEYF**

KEYF runs 20 locally produced news reports each week. News programming is aired Monday thru Friday at the top of every hour. News is compiled using the Metro Source and Spokesman Review Newspaper.

#### **KJRB**

KJRB broadcasts 2 hours of local sports each day. The programming is aired from 4–6 pm. Sports information is pulled from the Metro Source and Spokesman Review Newspaper.

#### **KZBD**

Monday thru Friday mornings KZBD broadcasts 15 locally produced news segments. The segments are aired at 7-9 am. News programming is compiled using the Metro Source, Spokesman Review Newspaper, and KREM Television.

### **Community Service**

#### **KEYF-FM**

Throughout the day, KEYF airs a variety of locally produced public service announcements. The station is also actively involved in community service. The station conducts on site and on air promotions for these events. Such community service events have included the Inland Northwest Turkey Drive, Food Drive for Second Harvest Food Bank, Inland Northwest Multiple Sclerosis Society Walk for M.S., Toys for Tots Drive, Race for Women to Benefit Breast Cancer Victims, and “No Moose Left Behind,” which benefits the EXCEL Foundation who funds school initiatives.



### **KGA AND KZBD**

KGA and KZBD have been involved with the Inland Northwest Turkey Drive. To help collect as many turkeys as possible, the stations conduct on site and on air promotions for the event.

### **KDRK**

KDRK has also been involved with a variety of community service events. They have conducted on site and on air promotions for the Inland Northwest Turkey Drive. Each year the Jay and Kevin Morning Show hold its annual food drive. The show was on site for five days collecting donations for the Second Harvest Food Bank of the Inland Northwest. The station was also involved with a two-day radiothon, collecting donations for St. Jude Children's Research Hospital.

### **KEYF**

The morning host of KEYF was named M.S. Father of the Year. The station is quite active with the Inland Northwest Multiple Sclerosis Society.

### **KJRB**

KJRB has also been involved with the Inland Northwest Turkey Drive and Second Harvest Food Bank Food Drive. To promote the events, the station broadcasted live, on site.

### **KYWL**

In the past year, KYWL has participated in the Inland Northwest Turkey Drive and the "Freezin for a Reason" Blanket and Coat Drive. The station conducted on site and on air promotions of the Turkey Drive. The afternoon host camped out to collect donations of coats and blankets for the homeless during the record-breaking cold snap.

### **Political Programming**

#### **KEYF-FM, KGA, KEYF AND KJRB**

The above listed Citadel Spokane stations all carry advertisements for state and local candidates for public office. While the stations do not limit the number of spots or times during which they will carry spots, they do limit the races for which they carry spots.

## **News and Special Emergency Programming**

### **KGA**

When President Bush visited Spokane in the summer of 2003, KGA interrupted its regular programming to carry extended news coverage. The station had two reporters on site and one anchor in the studio. The station carried the President's speech for approximately 3 hours of coverage.

## **Local Music Initiatives**

### **KDRK**

About once a month on their morning show, KDRK airs small label/unsigned or local artists. Periodically the morning show hosts will have local artists come onto the program and sing on air.

### **KYWL**

KYWL will occasionally include local bands on its playlist.

### **KZBD**

Sunday evenings on the "In Show," the station airs the music of local or unsigned artists. The station also airs the "Blue Buzzards Blues Show" which is hosted by a local blues band and highlights blues music.

## **LOCALISM IN SYRACUSE, NY**

### **News Programming**

#### **WAQX**

WAQX airs fifteen 3 minute locally produced newscasts per week 6-10 am Monday – Friday. The station obtains news from the Metro News Service Networks.

#### **WLTi**

WLTi airs thirty 2 minute locally produced newscasts per week 5-9 am Monday – Friday. The station obtains news from the Metro News Service Networks.

#### **WNTQ**

WNTQ airs twenty five 3 minute locally produced newscasts per week 6-9 am Monday – Friday. The station obtains news from the Metro News Service Networks and ABC e-prep.

### **Community Programming**

#### **Cluster**

“Street Talk” airs Sundays at 6 am, and is a locally produced community affairs program. All stations in the Syracuse cluster play PSAs throughout the day. The stations obtain the PSAs from civic groups, national organizations, and locally produce some as well. Some PSA campaigns that the stations have developed include: Make A Wish, American Heart Association, Syracuse Food Bank, Walk America, Gifford Zoo, Race for the Cure, and the Salvation Army School Supplies Drive.

### **Community Service**

#### **WAQX**

WAQX has participated in several community service programs and events. A few that it has participated in the past twelve months include: Rock Auction for Make A Wish and the Race for the Cure.

#### **WLTi**

WLTi has participated in several community service programs and events. A few that it has participated in the past twelve months include: March of Dimes Chefs Auction, Salvation Army Turkey Drive, Quest for a Million Pennies for St. Jude’s Hospital, American Heart Association Heart Ball, Lite Loves Kids Radiothon benefiting St. Jude’s Hospital, and the Savor Syracuse Food Bank.

### **WNTQ**

WNTQ has participated in several community service programs and events. A few that it has participated in the past twelve months include: Mystery and Merlot for University Hospital nurses, Race for the Cure, Men Who Cook benefiting the Mental Health Association, Stuff a Bus benefiting the Salvation Army, Making Strides Against Breast Cancer, and the Hoops for Hope benefiting the Boys and Girls Club.

### **WNSS**

WNSS has participated in several community service programs and events. A few that it has participated in the past twelve months include: Make A Wish Golf Outing and the Hoops for Hope benefiting the Boys and Girls Club.

### **Political Programming**

#### **Cluster**

All stations carry advertisements for state and local candidates for public office. The stations do not limit the races for which they carry these spots.

## **LOCALISM IN TRI-CITIES, TN**

### **News Programming**

WQUT airs 8 1.5 minute local newscasts weekdays 7 am – noon. WKOS airs 6 3 minute local newscasts on weekdays between 6 –8 am and 4-5 pm. WJCW airs 15 3 minute local newscasts, once per hour on weekdays. WGOC airs 6 3 minute local newscasts on weekdays between 6–8 am and 4-5 pm. WKIN airs 14 3 minute local newscasts once per hour on weekdays. Additionally, WJCW and WKIN carry hourly CBS newscasts, one minute updates, and WGOC and WKOS carry CNN hourly one minute newscasts.

### **Community Programming**

WJCW airs “Public Affairs: Community Spotlight” for one half hour at 9 am on Wednesdays. WKIN airs “Public Affairs: Good Morning Kingsport” for one hour Monday – Friday.

The stations have developed PSA campaigns or special events for: Ronald McDonald House Radiothon, Johnson City Lions Club, International Storytelling Center, American Heart Association, Juvenile Diabetes Association, Muscular Dystrophy Association, Second Harvest Food Bank, United Way of Tri-Cities (individual chapters), American Red Cross, American Cancer Society, Make-a-Wish, Erwin Chamber of Commerce, Johnson City Chamber of Commerce, Kingsport Convention and Visitors Bureau, Northeast Tennessee Tourism Association, Samaritan’s Purse (local involvement), and others.

One person coordinates public service announcements for all five stations in this group. Pre-recorded PSAs from national organizations are accommodated in a rotation which airs throughout the broadcast day. Local announcements are utilized in a Chatter Sheet which goes out each day to all on-air talent. Chatter Sheets list all known upcoming area events by non-profit agencies in the upcoming 5 to 7 day period. The stations are routinely notified of events by non-profit groups, although they also scan area publications for other events of interest. The stations provide approximately 1600 PSA announcements each week across our five-station group.

### **Community Service**

All area events are posted on a special web site for Area Events, which is linked from all five station home pages. This site is updated daily, seven days a week. Recent logs report nearly 2,000 page views to this site each month.

### **Political Programming**

Local, state, and federal advertisements are carried on WKOS, WJCW, WGOC and WKIN. Only federal advertisements are carried on WQUT. There is a limit of two spots per hour in most time periods for local races. During the local election cycle, the stations conduct on-air candidate forums on WJCW and WKIN.

### **News and Special Emergency Programming**

Regular programming has been interrupted for coverage of the 9/11/01 tragedy, winter weather situations, a gas fire in Scott County VA, and troop departures/arrivals.

### **Local Music Initiatives**

On WGOC, during his afternoon bluegrass show, Tim White regularly spotlights local and regional artists.

## **LOCALISM IN TUSCON, AZ**

### **News Programming**

#### **KCUB**

KCUB broadcasts 15 hours of locally produced news programming weekly. The programming is aired Monday thru Friday from 5:00 am – 9:00 am. News is pulled from Metro Source.

#### **KSZR**

KSZR broadcasts 30 minutes of news programming 15 times per week. All of its news programming is locally produced, using Metro News Browser and the Arizona Daily Star as sources.

#### **KIIM**

KIIM airs 194 minutes of locally produced programming each week during the AM and PM Drive. The station uses Metro Source, Skyview Traffic, Arizona Daily Star and CNN/Westwood One to compile the content.

#### **KHYT**

KHYT broadcasts 30 minutes of news programming weekly. News programming is locally produced and aired every morning, Monday thru Friday, every hour, beginning at 6:35 am and ending at 8:35 am. News is pulled from the Arizona Daily Star, various Websites, Tucson Citizen, and Westwood One Metro Services.

### **Community Programming**

#### **Cluster**

All of the Citadel Tucson stations air Tucson in Review, a locally produced weekly public affairs program. The show is aired at various times on Sunday mornings and addresses a wide variety of local subject matters. The subjects for these programs are decided based upon past public ascertainment meetings.

On average, each of the stations receives 10-15 phone calls following each airing as well as numerous feedback emails. The stations also receive thank you letters from the agencies and individuals interviewed on the show.

## **Community Service**

### **KSZR**

KSZR has participated in numerous community service activities in the past year. Such events include the Susan G. Komen Race for the Cure, Tucson Police Department Shop With A Cop, Relay for Life for NW Pima County, and Arizona's Families for Children Bowling Event.

### **KIIM**

In the past year, KIIM has participated in various community service activities. These include the Penny Pitch, Susan G. Komen Race for the Cure, and Relay for Life.

### **KTUC**

Aside from airing locally produced public service announcements, KTUC also participates in local community service events. This past year, KTUC has been involved with the Active Adult Health Fair, 40 Faces of Christmas Fundraiser to Benefit Old Pueblo Children's Home, and Military Appreciation Day.

### **KHYT**

KHYT has been involved with many local community service activities and events in the past year. Such events include Mike and Tyler to Benefit the First Tee Program, Mike and Tyler Turkey Drive to Benefit the Salvation Army and the Karaoke Competition to Benefit the Beacon Foundation.

## **Political Programming**

### **Cluster**

All Citadel Tucson stations carry advertisements for state and local candidates. They do not limit the races for which they will carry spots nor do they limit the number of spots available.

## **News and Special Emergency Programming**

### **KCUB**

KCUB has interrupted its regular programming to carry extended news coverage once in the past two years. The station interrupted the broadcast of a University of Arizona football game for 90 minutes to broadcast weather bulletins.



### **KSZR**

When the US attacked Iraq, KSZR interrupted its regularly scheduled programming to provide its listeners with extra coverage from CNN Radio Network.

### **Local Music Initiatives**

#### **KSZR**

KSZR airs the music of independent label artists. This music is incorporated into the stations regular rotation. In the past, KSZR has hosted a concert at the University of Arizona with an independent label artist.

## **LOCALISM IN WILKES BARRE/SCRANTON, PA**

### **News Programming**

#### **WARM**

WARM broadcasts 24 hours of news per week, with 6 minutes of news at the top of every hour daily. WARM locally produces 2 hours and 40 minutes of news per week, and airs 21 hours and 20 minutes of nationally syndicated news per week. It collects news from Times Leader (Wilkes Barre), Scranton Times, Scranton Tribune, New York Post, USA Today, and the Metro News Network.

#### **WBSX**

WBSX airs one hour of locally produced news per week, Monday – Friday. It collects news from Times Leader (Wilkes Barre), Scranton Times, Scranton Tribune, New York Post, USA Today, and the Metro News Network.

#### **WSJR**

WSJR airs two hours and fifteen minutes of locally produced news per week, Monday – Friday. It collects news from Times Leader (Wilkes Barre), Scranton Times, Scranton Tribune, New York Post, USA Today, and the Metro News Network.

#### **WMGS**

WMGS airs three hours and twenty-five minutes of news per week, two hours and fifty-five minutes of which are locally produced, Monday – Friday. It collects news from Times Leader (Wilkes Barre), Scranton Times, Scranton Tribune, Wilkes-Barre Citizen's Voice, New York Post, USA Today, and the Metro News Network.

#### **WBHT**

WBHT airs 45 minutes of locally produced news per week, Monday – Friday. It collects news from Times Leader (Wilkes Barre), Scranton Times, Scranton Tribune, New York Post, USA Today, and the Metro News Network.

### **Community Programming**

#### **Cluster**

The Citadel Wilkes Barre/Scranton stations all broadcast the "Radio Health Journal" Sunday mornings from 5:30-6am. This is a nationally syndicated show dedicated to health and environmental issues.

All stations air PSAs, which are received from civic groups, national organizations. The stations also air PSAs that were locally produced by the stations. PSAs are broadcast throughout the day, 7 days per week.

### **WARM**

WARM developed a PSA called "Do You Hear Me?" which addressed local teen drug use. This PSA ran in 2002.

### **Community Service**

#### **WBSX**

WBSX participates in several community service events. On October 8, 2003, the station participated in a concert for V.I.S.I.O.N., which included a 6 hour remote broadcast and 6 weeks of promotions to promote the event. The cost to the station was at least \$25,700. On April 29, 2004, the station participated in a concert for the Children's Service Center, which included a 6 hour remote broadcast and 6 weeks of promotions to promote the event. The cost to the station was at least \$25,700. On July 10, 2004, the station participated in the Hazelton YMCA "Battle of the Bands", which included a 2 hour remote broadcast, plus three weeks of promotions. The cost to the station was at least \$5,850. On September 23, 2004, the station participated in the American Red Cross Flood Relief, which included a two hour remote broadcast, and cost the station at least \$2000. WBSX also regularly participates in Blood Drives for the American Red Cross. They are also actively involved with helping the March of Dimes raise money to prevent birth defects and pre-mature birth. It also helps "Relay for Life" with weekly "Bike Nights".

#### **WSJR**

WSJR participates in several community service events. In September, it participated in St. Jude's Radiothon, which raised over \$24,000, and cost the station \$8,970 in air-time. On August 22, 2004, the station participated in the March of Dimes "Rubber Duck Regatta", which included a two hour remote broadcast and 235 spots, and cost the station \$6,565. On July 6, 2004, the station participated in St. Jude's Jail and Bail which cost the station \$690. On July 5, 2004, the station participated in a Red Cross Blood Drive, which cost the station \$690. On September 23, 2004, the station participated in a Red Cross Flood Relief event, which cost the station \$690. The station is also a "Country Cares" radio partner with St. Jude's Children's Research Hospital. They raise money for St. Jude's throughout the year. They are also the radio partner for the Salvation Army's Angel Tree Program. The station works with the Red Cross as needed to encourage area blood donations and to help with local disaster relief. They also have worked with the March of Dimes to raise money to prevent birth defects and premature birth.

### **WMGS**

WMGS receives many thank you letters in support of their on-air promotions of community and area events.

WMGS participates in several community service events. In April, 2004, the station participated in the Children's Miracle Network Radiothon, which raised over \$100,000, and cost the station \$30,000 in air time. On October 5, 2003, the station participated in the Walk for Diabetes, which included a live broadcast and pre-promotion for the walk. This cost the station at least \$8,000. On November 4, 2003, the station participated in the Osterhout Library fund-raiser by promoting it in their morning show. This cost the station at least \$300. In November, 2003, the station participated in The Marine Corps "Toys for Tots", which included a PSA campaign and cost the station at least \$18,000. In September, 2004, the station participated in Red Cross Flood Relief effort, which included PSAs and a live broadcast of flood information and canvassing for area flood victims. This cost the station at least \$5,000. On April 13, 2004, the station participated in the March of Dimes "Family for Walk America", which included a morning show interview, and cost the station at least \$300. In April and May, 2004, the station participated in the American Heart Association "Heart Walk", which included broadcasting PSAs and a live broadcast, costing the station over \$20,000. In June, 2004 the station participated in the St. Vincent de Paul Soup Kitchen drive for donations, as well as Soap Box Derby Races, costing the station over \$7,800. WMGS also has participated in the Susan Komen Foundation "Race for the Cure" event for the past decade, and has registered over 8,000 people. In August and September, 2004, the station also participated in the United Way Day of Caring by airing PSAs and conducting a morning drive interview.

### **WBHT**

WBHT participated in the CMN Radiothon in April, 2004, with an estimated cost to the station of \$6,000. The station also participated with the Susan Komen Breast Cancer Foundation in their "BMW Ultimate Drive" contest, as well as the "Race for the Cure". WBHT has also participated in the "Wyoming Valley Aids Council Pool Tournament," as well as the American Red Cross "10,000 Pennies for Relief" in 2004. WBHT is the radio partner with the Children's Miracle Network and the Janet Weiss Children's Hospital Year round. WBHT also raises money for the Children's Hospital. WBHT is also the radio partner for "Coats for Kids" Campaign in 2004, and for the "Thanksgiving on the Mayflower". The station is also planning a food drive in November, 2004 to benefit the Luzerne County Food Bank. It was also a radio partner with the Local American Red Cross to raise money for and help flood victims in the area during the September flooding of 2004.

## **Political Programming**

### **Cluster**

All stations in the cluster carry advertisements for state and local candidates for public office. They do not limit the races, or the number of spots or the times for those spots. All stations carry issue advertising.

## **News and Special Emergency Programming**

### **Cluster**

All stations in the cluster interrupted programming to cover local flooding due to Hurricane Ivan. They included river and road updates, evacuation and shelter information, as well as closings and where flood victims could receive help. The stations also created and ran PSA's giving information about getting help from PEMA, FEMA, and the American Red Cross.

## **Local Music Initiatives**

### **WBSX**

WBSX play the music of local artists and unsigned artists in their regular programming. The station also produces a show called "97.9 X Underground" that only plays local artists, which airs every Monday night. WBSX has also been active in the local music community since the station signed on the air. The station's regular airplay of local artists lead to two local bands signing national record contracts. The station also promotes the YMCA Battle of the Bands and the Shavertown Fire Department Battle of the Bands contests. WBSX also works with local concert promoters to include local artists on the bills of major national touring acts.

### **WMGS**

WMGS features local artists and unsigned artists on their morning show, often including a live appearance for the artist on the show. The station also participates in a summer concert series involving local artists.

## **LOCALISM IN WORCESTER, MA**

### **News Programming**

WXLO broadcasts 90 minutes of locally produced news per week that airs Monday – Friday from 6-9 am. The three staff reporters obtain information from The Telegram, Gazette, Boston Herald, Boston Globe, Telegram.com, whdh.com, DrudgeReport.com, Metro News, and ABC E-prep.

### **Community Programming**

WXLO broadcasts “XLO Community Spotlight” on Sundays at 5:50 am. The program is locally produced and focuses on local news and issues.

WXLO airs PSAs that are locally produced, from civic groups, and from national organizations. The station has also developed PSA campaigns for breast cancer research and for the “Operation Santa” Toy Drive. The PSAs air daily at all times.

### **Community Service**

WXLO has participated in several community service events in the past two years, including: “Operation Santa Claus” Toy Drive, Scleroderma Foundation Walk-a-Thon, Kids Expo at Mount Wachusett Community College, Family Fun Fair, Worcester Executives Association Charitable Golf Tournament, St. Anna Italian Festival, Big Dipper Ice Cream Festival, “Against the Tide”, Tri-State Trek, Neighborhood Health Fair, Ride for Amy, Ride for Kids, Marshall Farm Fudge Fest, Relay for Life of Auburn, Pet Rock Fest Noon, Walk to D’Feet ALS, Sacred Heart School Fall Festival, A Joint Walk-Run Worcester, Red Cross Blood Drives, Kids Safety Day, Raise for a Cure, Clark Center Soccer Program, and the Diabetes Walk at Anna Maria.

### **Political Programming**

WXLO carries advertisements for state and local candidates for public office. It does not limit the races for which it carries advertisements or the number of spots or times during which the ads run.

### **News and Special Emergency Programming**

WXLO has interrupted regular programming to carry extended news coverage in the past two years to air severe weather updates, local tornado coverage, and Amber Alerts.

### **Local Music Initiatives**

WXLO airs music by local and unsigned artists in regular rotation, and includes those artists as opening acts for its annual concerts.